

ABSTRACT OF THE DISCLOSURE

A method and system for identifying and sorting items of content, such as product/service reviews in a database coupled to a distributed communication network such as the Internet. Content from the database is displayed on a client display connected to the database over the network. An interactive element associated with the displayed content item is provided on the client display, which a user clicks to indicate that the user has found the displayed item helpful (such as in determining whether or not to purchase or to use a product/service in the case of a displayed product or service review). The database keeps track of the number of indications and stores the number as a count of the number of indications for the content. The number of indications associated with an item of content on the client display is then displayed together with the content. A client may sort content items according to the number of indications received.